



Terms of Reference (ToR)

for

Marketing Agency to design informative materials of the project

‘Integrating Sustainable Development Goals (SDGs) in Municipal Dialogue Processes in Kosovo’

1. Background

Since the agreement of the 2030 Agenda by United Nations (UN) in 2015 and while considering its significance for the world’s transformation towards sustainability, Institute for Development Policy (INDEP) has put great effort in promoting and advancing Sustainable Development Goals (SDGs) in many spheres in Kosovo.

Even though not a member state in the UN, in 2018 the Assembly of the Republic of Kosovo has committed to the SDGs through adopting the Resolution for Sustainable Development and establishing the Committee for Sustainable Development. Furthermore, last year a group of deputies pushing forward the green agenda within the Parliament was constituted. However, central level institutions are not the only ones that play a pivotal role in fulfilling SDGs in Kosovo. Alongside the central level institutions, municipal authorities play a critical role in achieving the national SDGs, thus INDEP focused its work also in local governance structures.

Starting from August 2020, INDEP is implementing the project ‘Integrating Sustainable Development Goals (SDGs) in Municipal Dialogue Processes in Kosovo’ supported by 2030 Agenda Transformation Fund. This project’s main objective is to enhance institutional dialogue processes within all Kosovo’s municipalities regarding sustainable development, strengthen the capacities of competent municipal officials and create space for joint action for SDGs and 2030 Agenda. While the project’s specific objectives are to:

1. Create a platform for municipal officials where they can strengthen the sense of common cause,
2. Provide tangible recommendations on faster transformation of Kosovo’s urban zones into sustainable cities, as well as tips on localizing and visualizing SDGs for all of Kosovo’s municipalities,

3. Encourage policy dialogue among relevant stakeholders for the advancement of green agenda within municipalities,

4. Raise awareness of municipal officials in Kosovo about sustainable development, concretely 2030 Agenda and SDGs, and benefits of investing in this direction in the long run.

Until December 2020, besides publishing few detailed research papers on SDGs and 2030 Agenda in the context of Kosovo and organizing for the first time the so-called ‘Open SDGs Club Kosovo’ with municipal officials, INDEP will be engaged in awareness raising activity together with selected specialized marketing agency. Through this activity, at minimum **30 info graphics** will be produced in regards to the SDGs and 2030 Agenda. Therefore, INDEP is looking for a specialized marketing agency to produce this type of informative materials.

2. Description of the assignment

In order to inform the general public to the widest extent regarding the project outcomes and published materials, INDEP uses its social media platforms and main official website where it publishes various information depending on the topic. In order to achieve this objective, through an intensive campaign on social media, INDEP will promote the project “Integrating Sustainable Development Goals (SDGs) in Municipal Dialogue Processes in Kosovo” and raise awareness of the general public on the importance of SDGs and 2030 Agenda. The designed info graphics will be published in Facebook and Instagram accounts and website of INDEP. It is foreseen that the contracted company will prepare and publish 2 info graphics per week.

The designing process, setting of the communication strategy for the target groups, and assisting in the identification of the topics for weekly-published info graphics will be a task of the contracted party (in close consultation with INDEP). Specific features of the materials are as listed below:

- Prior research should be made from the contracted party on the topic of the info graph and present credible information and data,
- Info graphs should contain eye captivating colors and icons that encourage the audience to engage in the material promoted,
- Development of the info graphics’ topics,
- Developing the post descriptions (both in Albanian and English language),
- Sponsorship of the posts on Facebook and Instagram pages,
- Clear visibility of the logos of both INDEP and the donor,
- All of the materials should be desktop, mobile and tablet friendly.

3. Deliverables

The expected deliverables are as listed below:

- At minimum 30 pieces of info graphics.

The expected service is to last until the 31st of December 2020.

4. Methodology

During the preparation phase of the materials, the contracted company shall:

- Be consulted closely with the contracting authority,
- Hold regular meetings¹ with contracting authority,
- The deliverables (including the first and final versions) should be always be delivered via email,
- Ownership & Copyrights: The materials will be owned by INDEP.

5. Roles and responsibilities

Key responsibilities of the contracted party are:

- Close collaboration with the staff engaged in the project from the contracting authority,
- Meet the agreed deadlines and expected quality standards,
- Consider all of the suggestions coming from the contracting authority for the materials,
- If contacted as a short listed potential contracted party, prepare and submit an activity plan and timeline responsive to the listed requirements as per this ToR,
- Report regularly to INDEP and be responsive to INDEP's project related requests,
- Prepare a final report.

Key responsibilities of the contracting authority are:

- Comment on the content of the materials,
- Review the content of the prepared materials and approve it,
- Provide necessary support to the contracted party,
- Inform the company/agency duly on any potential changes and deviations from the initial plan,
- Hold the company/agency accountable to the agreed terms.

6. Duration

The engagement of the contracted party is foreseen to last until 31st of December 2020. Thus, the minimum of 30 info graphs should be equally dispersed and shared online throughout the upcoming months, but be fully completed by the end of this year.

¹ Considering the situation with COVID-19, upon selection the contracting authority and contracted party will be holding virtual meetings. Once the situation goes to normality, the meetings will be held face-to-face.

7. Competencies of the organization

The interested parties should meet the following criteria:

- Have an expertise in developing the requested materials, namely designing of info graphics,
- Be a registered business in Kosovo,
- Possess a proven Track Record and be able to present a portfolio of previously organized awareness raising campaign or the similar activities.

8. Required documentation

Interested parties that would like to submit their offers must submit the following documents:

- ✓ Expression of Interest

A cover letter with a maximum of two pages which introduces the consulting/company/organization with an expression of interest to carry out the work as described in this ToR.

- ✓ Technical & Financial Proposal

Technical proposal should include, but not limited to, understanding of the ToR, methodology and tentative work plan. The company should clearly indicate the relevance of their previous experiences and the application of these methods to this project.

While the financial proposal includes the total financial expected implications to carry out this work, including a detailed breakdown of costs for each activity to be accomplished. When drafting the financial proposal, do not forget to include the online sponsorship of the posts. The amount of the financial proposal should not exceed 7,500 EUR.

- ✓ Professional Portfolio.

9. How to apply?

The interested parties should send all the required documents listed above to the address: office@indep.info, under the subject Line: “[Insert company’s name] – EoI for SDGs and 2030 Agenda Project”.

10. Deadline for submission of offers

The deadline for submitting the offers is: **08 September 2020 (23:59 hr)**.